

Chung Hua University Department of Business Administration MS Curriculum for Class 113

Revised at the 1st Business Administration Curriculum Meeting of academic year 112 2nd semester, on March 19, 2024

Approved at the 1st College Curriculum Meeting of academic year 112 1st semester, on April 01, 2024

Approved by the 2th University Curriculum Committee on April 10, 2024

Required Courses(9 credit)

First year			Second year		
First semester		Second semester	First semester		Second semester
Research Methods	3		Thesis Seminar	3	Thesis Seminar
Special Topic	0				
3			3		3

Professional Elective Course(21 credit)

Marketing Management	Business management			Focus on Finance	分析方法	運輸物流產業領域
Global Marketing Management 3	Human Resource Management 3	Special Topic of ASEAN Countries 3	Special Topic in Financial statement Analysis 3	Business data analysis 3	Transportation Technology and 3	
Service Marketing 3	Knowledge management 3	ASEAN Countries Economic and 3	Financial Management 3	Quantitative Analysis and 3	Logistics and Supply Chain 3	
Marketing Management 3	Service Industry Management 3	Managerial Articles Discussion 3	Special Topics on Economics of 3	Business Decision Analysis 3	Special Topics on Inventory Theor 3	
Relationship Marketing 3	Enterprise management 3	Marketing Research Between 3	Financial Articles Discussion 3	Introduction to Big Data Analytics 3	Network Models and Algorithms 3	
Networking marketing 3	Case Study in Management 3	Special Topic of Cross-Strait 3	Investment Topics 3	Python big data analysis 3	Special Topics on Performance 3	
International Management Practice 3	Special Topics on Total Quality 3	Managerial Articles Discussion 3		Python web crawler topic 3	Special Topics on Transportation 3	
Green Marketing 3	Small Business Management 3	Technology English 3		Python artificial intelligence analysis 3	Traffic Control and Applications 3	
Creative Marketing 3	Strategic management 3	Special topic of Supply 3			Special Topics on Project 3	
Brand Management 3	Entrepreneurship and New venture 3	Management of Technological 3			Traffic Control and Applications 3	
Advertising Creativity and Strategy 3	Business planning and control 3	International Economics and Trade 3			Logistics System Simulation 3	
	Nonprofit Corporation Management 3	Throughput accounting and management 3			Railway System Innovation 3	
	Global management practices 3	Special Topics in Electronic Commerce 3			Rail Transportation System 3	
	Venture Capital and Private Equity 3	Special Topics on Business Management 3			Virtual Reality 3	

Graduation Requirement : 30 credits

1.If a course has been passed previously, the grade will be recorded on the transcript and included in the calculation of the semester and graduation average. However, the course credits will only be counted once for graduation.

2.Second-year must choose a thesis seminar and engage in research in order to graduate. (Students on extended study must choose this course every year.)

3.Before applying for the thesis oral Presentation, students must complete an online course on the "Taiwan Academic Ethics Education Resource Center" website (<https://ethics.moe.edu.tw/>) and pass the test to obtain a certificate. They must also submit the Master's thesis research proposal evaluation form. The proposal will be reviewed and approved by the committee, and the application for the defense can be made one month later.

4.Before applying for the degree examination, the initial draft of the thesis must be checked using the thesis matching system provided by the school's Library and Information Center (the overall similarity must be <25%). Only then can the degree examination take place (the thesis matching information should be provided to the thesis examination committee during the degree examination). If revisions are deemed necessary by the examination committee, the thesis should be revised and checked again for similarity (the overall similarity must be <25%) and confirmed by the advisor.

5.A maximum of six credits will be recognized for "Thesis Seminar."

※The above courses, subject to the courses actually opened during the semester.